

FEDERAL FISCAL YEAR (FFY) 2012
GOALS AND OBJECTIVES

The major goals of the California WIC (CA WIC) Program for FFY 2012 are to:

1. Fully utilize federal funds to support local agency program operations and food delivery systems via WIC authorized vendors and farmers' markets, including monitoring for program integrity and allocating funds as available to sustain caseload.
2. Complete planning efforts to implement new Management Information System (MIS) and Electronic Benefits Transfer (EBT) System in California.
1. Support local agencies and vendors in providing quality services through a variety of "Platinum", participant-centered methods.
2. Effectively manage the vendor community and promote a positive and healthy shopping experience for WIC families and the general public by authorizing grocery stores that offer a full range of nutritious foods at competitive and affordable prices.

To accomplish these goals, the CA WIC Program has established the following FFY 2012 program objectives:

Goal 1: Fully utilize federal funds to support local agency program operations and food delivery systems via WIC authorized vendors and farmers' markets, including monitoring for program integrity and allocating funds as available to sustain caseload.

Objective I: Enhance program linkages with the California Department of Public Health, Maternal, Child and Adolescent Health Division to refine the use of data sources in order to maintain current participation and identify underserved but eligible populations. **(Barbara/Pat G.)**

Objective II: Utilizing the Invitation for Bid process, select a manufacturer to supply contracted infant formula to vendors for WIC participants and to provide a rebate for each container of formula purchased. **(NSB)**

Goal 2: Complete planning efforts to implement new Management Information System (MIS) and Electronic Benefits Transfer (EBT) System in California. **(RTSB)**

Objective I: Conduct, submit and gain approval of the California State Feasibility Study Report for replacement of the current MIS system.

Objective II: Secure a contractor to begin the Feasibility Study for implementing WIC EBT in California.

Objective III: Develop and implement an online vendor application process to promote vendor use of technology as the program prepares for EBT.

3. **Goal 3:** Support local agencies and vendors in providing quality services through a variety of "Platinum", participant-centered methods. **(NSB/STRB)**

Objective I: Complete the second year, and begin evaluation of, online education. **(NEMO)**

Objective II: Implement Baby Behaviors training refresher course for staff and lessons for participants. **(NEMO)**

Objective III: Promote breastfeeding by providing WIC mothers access to Breastfeeding Peer Counseling in 50 local WIC agencies. **(BPES)**

Objective IV: Develop and conduct video conferencing-based training for local agencies and vendors. **(STRB)**

Objective V: Conduct a statewide assessment of learner-centered education principles and practices that local agencies have adopted and sustained. **(STRB)**

Goal 4: Effectively manage the vendor community and promote a positive and healthy shopping experience for WIC families and the general public by authorizing grocery stores that offer a full range of nutritious foods at competitive and affordable prices. **(VMB)**

Objective I: Secure a contractor to revise the Peer Group and Maximum Allowable Department Reimbursements (MADR) methodology. **(VMB/FMRB)**

Objective II: Evaluate the revised authorization criteria introduced in the fourth quarter of FFY 2010-11 and modify further if necessary.

Objective III: Design and implement a process for collecting vendor shelf price data.

Objective IV: Review and modify the vendor price competitiveness process to improve cost containment.